



## PHILIP MORRIS U.S.A.

Inter-Office Correspondence

To: Distribution

From: Diane Laska *DL*

Subject: New Camel Insert

Date: September 29, 1997

Attached is a copy of a new Camel insert which ran in *GQ*'s October issue.

The 4-page insert, sized slightly smaller than the magazine, is of heavy stock paper, with a Camel cut out. The Camel cut out is a game piece. This game piece must be brought to a retail outlet for decoding of prize. Grand prize is a trip to Cairo.

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